C1950-1

Broadcasting May 20

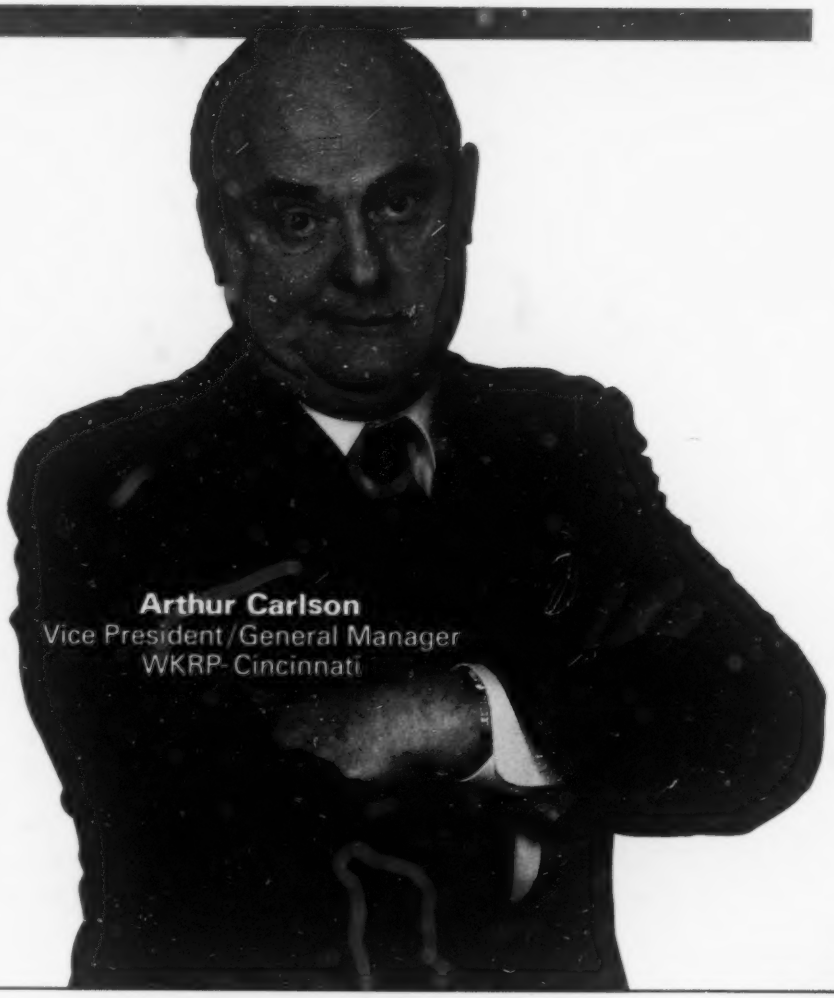
Reaching over 117,000 readers every week — 60th Year 1991

TELEVISION / 35
Tartikoff says it's time to prune network programing bureaucracies

TOP OF THE WEEK / 27
Fall TV schedule takes shape ■ NBC affiliates in New York; network under scrutiny ■ FCC to try again on must carry

BUSINESS / 67
TVB faces budget shortfall, membership decline

Man of the Year



Arthur Carlson
Vice President/General Manager
WKRP-Cincinnati

Broadcasting 1931 1991

Vol. 120 No. 20 $2.50

Hispanic Radio

SOA MD 20814

P.O. EAST-WEST HWY
CONGRESSNL INFO SRV
SRI ACQ
20814SRI ATB501 ZCZ
**********5-DIGIT 20814

THIS WEEK

27 / FALL SPECULATION

Network observers speculate on which new shows will be added to the networks' fall lineups and which old progams will return as ABC, NBC, CBS and Fox prepare to unveil their fall schedules. Although decisions will be made almost up until the network programing announcements are made, each network has specific needs to address and development projects considered front-runners to make the schedule.

Network fall schedules examined (page 27)

29 / NBC AFFILIATES MEET

NBC network executives and affiliates will meet in New York this week to discuss expanded late news and the effect on *The Tonight Show*, as well as prime time and daytime.

30 / MUST-CARRY REQUIREMENT

The Commerce Committee voted 16-3 for a cable reregulation bill that gives broadcasters a retransmission consent right. S.12 also includes a must-carry requirement and would prevent cable operators from shifting broadcaster signals around. A quick vote on the Senate floor, however, is not anticipated.

31 / MUST CARRY AT FCC

The FCC is moving toward promulgating a must-carry requirement either as part of a new "effective competition" standard for cable rate regulation or as stand-alone rules. Commissioner James Quello thinks it is vital to the long-term health of broadcasting. However, FCC Chairman Alfred Sikes and the other commissioners are disinclined to complicate the standard and increase its legal vulnerability with the addition of must carry.

32 / BRITISH TV LICENSES

Forty applicants have delivered bids to win or retain one of 16 commercial UK television licenses now opened for auction.

33 / MAJOR FIRST AMENDMENT VICTORY ON INDECENCY: FCC'S 24-HOUR BAN OVERTHROWN

The The U.S. Court of Appeals threw out the FCC's 24-hour ban on indecency and ordered the commission to carve out a "safe harbor"—a late night period when broadcasters can air indecent programing with impunity.

34 / CHANGE OF PLACE

Gerald Levin, vice chairman of Time Warner Inc., has taken on additional duties as COO. Former NBC *Today* show anchor Deborah Norville will replace Sally Jessy Raphael as host of a nightly talk show on the ABC Radio Networks, and SMN has appointed David Kantor, previously with Cox Cable, as its president.

35 / TARTIKOFF ON THE NETWORKS

Brandon Tartikoff, set to assume the chairmanship at Paramount Studios, told a Hollywood Radio and Television Society gathering that risk-taking by the TV networks has been replaced by stunting. He added that the closeness of the prime time race "may have networks making bad short-term decisions, because a struggling show on a given night may mean the difference between third place and first place."

36 / BROADER CORPORATE TIES

Nike Inc. has pledged $5 million to a "television-based multimedia literacy project"—*Ghostwriter*—that will use "exciting, funky...fantastic" on-air graphics, a mystery format, a cast of six children and celebrity guest stars. According to the Children's Television Workshop, one of the show's funders, it is the largest single corporate grant to a children's educational TV project.

39 / HISPANIC CHALLENGES

Hispanic radio has become a $210 million annual business in the U.S. and is growing at an annual rate exceeding that for general market radio. Spanish-language broadcasters have become increasingly sophisticated in their marketing, sales and programing efforts, producing an on-air product that is vital to the burgeoning U.S. Hispanic population.

Yet challenges still remain: ratings companies continually attempt to refine their methodology to improve measurement of the Hispanic audience; rep firms have to break through a prevailing cost-per-point mentality to convince advertisers to try Hispanic radio; advertisers have to deal with increasing

fragmentation in Spanish language formats, and networks need to program to a national population made up of many separate Hispanic cultural identities.

50 / PPV OUTLOOK

The Cable Television Administrative and Marketing Society's second PPV conference in Orlando, Fla., finds cable bullish on pay per view's future. One reason is three boxing bouts over the past two months that grossed well over $100 million in revenue. Also, the advances in digital compression that can make 100-channel cable systems a reality in the near future could open a whole new world for PPV proponents.

54 / TLC FACELIFT

Viewers will begin to see some changes in the next couple of months on The Learning Channel. Among those instituted by TLC's new owner, The Discovery Channel, is an alliance with the National Education Association to create Teacher Television, a weekly two-to-three-hour how-to series for teachers that will have its pilot outing next October.

55 / CONSUMER ATTITUDES TOWARD CABLE

A CTAM study on the attitudes and usage of cable and noncable subscribers finds 58% of all subscribers believe cable is a good value for the money and 87% have a continuing propensity to subscribe.

58 / BACK PAY

A Baton Rouge television station has settled a federal lawsuit with the U.S. Department of Labor that allows its on-air reporters to collect overtime pay.

TVB President Jim Joyella discusses status of organization (page 67)

61 / RADIO LICENSE DENIED

The FCC has released an order that unanimously affirmed the denial of license renewals for an AM-FM combination in Tempe, Ariz., finding that the company was unfit to be a licensee, due to misrepresentations it made to the FCC in connection with the stations' management and ownership in the mid-1970's.

63 / TECHNOLOGY REPORT: AFTER NAB

In this second of a two-part look at some of the products announced at the National Association of Broadcasters equipment exhibition last month, BROADCASTING reviews some of latest offerings in video recording and imaging.

67 / TOUGH TIMES AT TVB

Faced with a budget shortfall and declining membership, the Television Bureau of Advertising (TVB) is under pressure to increase membership or cut services. A goal of 50 new station members has been set for the end of the year, and at a recent board meeting directors talked about ways to increase revenue, including a possible merger with another association.

68 / FREQUENT VIEWER PROMOTION?

Contrary to published reports, CBS said last week that it has no immediate plans to launch a promotional effort modeled after the airlines' frequent flyer programs that would reward frequent viewers of CBS programing. CBS Senior Vice President George Schweitzer said the network has had preliminary discussions regarding such a promotion, but it is not planning any announcement for the fall

71 / POST-NEWSWEEK DROPS PETRY

Post-Newsweek changed reps last week for its four TV stations from Petry Televison to Blair Television and TeleRep. Blair will rep the Detroit and Hartford, Conn., stations; Telerep takes over Miami and Jacksonville. The four stations are said to bill about $100 million annually.

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N.Y. Information: Tracey Muhlfeld, (212) 408-9170.

May 23—"Turning Up the Volume on International Radio," symposium sponsored by *Center for Strategic & International Studies International Communications Studies* program. Speakers: John Tusa, director, BBC World Service; Gene Pell, RFE/RL, and Bob Coonrod, VOA. CSIS, 1800 K Street, N.W., Washington. Information: (202) 775-3263.

May 23-24—*Kentucky Broadcasters Association* spring convention. Keynote speaker: Senator Wendell Ford of Kentucky. Landmark Inn, Pikeville.

ALSO IN MAY

May 28-31—*[illegible] Telecommunications Financial Management Association* conference. St. Louis. Information: Kathleen McDermott, (803) 799-5517.

May 29—"Global Distribution Opportunities for Domestic Programing--Expanding Your Market," speech by Robert Friedman, president, Playboy Entertainment Group, to *National Academy of Television Arts and Sciences, New York chapter*. Copacabana, New York. Information: (212) 768-7050.

May 29-31—*CBS-TV* annual affiliates meeting. Waldorf Astoria, New York.

May 30-31—"Sound and Images," conference on music and sound in films on the visual arts, sponsored by *Program for Art on Film and the University of Southern California School of Cinema-Television*. UCLA, Los Angeles. Information: Peter Naumann, (212) 988-4876.

May 31—Deadline for Crystal Radio Awards, sponsored by *National Association of Broadcasters*, for contributions to community service in local programing, interaction with community, public service initiatives and local leadership. Information: William Peak, (202) 429-5422.

May 31—Deadline for entries in "Life in America" television awards, sponsored by *Bonneville International Corp.* and *National Association of Broadcasters*, "saluting exceptional achievements in adult values-oriented television programs." Information: NAB, (202) 429-5425.

JUNE

June 1—*Country Radio Broadcasters* air personality workshop. Quality Inn Downtown, Atlanta. Information: (615) 327-4487.

June 1-4—International Summer Consumer Electronics Show, sponsored by *Electronic Industries Association*. McCormick Place, Chicago. Information: (202) 457-4900.

June 2-5—*Women in Cable* national cable management conference. Speakers include Glenn Jones, chairman-CEO, Jones Intercable, and Geraldine Laybourne, president, Nickelodeon/Nick-at-Nite. Sheraton Denver Tech Center, Denver. Information: Shirley Moses, (904) 932-2800.

June 2-6—*Radio Advertising Bureau* graduate management program. Wharton School, Philadelphia. Information: (212) 254-4800.

June 2-7—"Teaching Fellowship," serninar for full-time college teachers of broadcast journalism, sponsored by *Poynter Institute*. Poynter Institute, St. Petersburg, Fla. Information: (813) 821-9494.

ERRATA

State funding constitutes 15% of annual budget for noncommercial WKNO-TV Memphis, not one-third, as reported in May 6 story on troubles of public stations.

Viacom's KXEZ(FM) Los Angeles was left off top 20 radio group chart in May 13 issue. Station's fall 1990 metro cume was 697,600, placing Viacom at number 8 on list with 5,279,400 cume and Gannett and Malrite at nine and 10, respectively.

To clarify May 13 "Closed Circuit," **Rainbow Advertising Sales Co.** sells ad time for regional SportsChannel networks only. **Group W Sports Marketing** sells time for Prime Network affiliates only.

June 2-8—*Banff Television Festival*. Banff, Alberta, Canada. Information: (403) 762-3060.

June 2-14— Summer faculty workshop in communications policy, sponsored by *Annenberg Washington Program*. Annenberg Program, Willard Office Building, Washington. Information: (202) 393-7100.

June 3—Radio Advertising Forum, "Hitting the Mark with Creative Radio," sponsored by *Association of National Advertisers* and *Radio Advertising Bureau*. Waldorf-Astoria, New York. Information: (212) 697-5950.

June 3-6—Fifth international broadcast news workshop, hosted by *North American National Broadcasters Association*. Harbour Castle Westin Hotel, Toronto. Information: (613) 738-6553.

June 4—*Society of Professional Journalists, Washington chapter*, annual Dateline Awards dinner. National Press Club, Washington. Information: Julie Asher, (202) 541-3266.

June 4-11—TV comedy writing workshop, sponsored by *Institute for Television and Film Writing*. College Park, Md. Information: (301) 405-6263.

June 5—Broadcasting/Cable Interface V, telecommunications policy seminar sponsored by *BROADCASTING magazine* and *Federal Communications Bar Association*. ANA Hotel, operated by Westin Hotels and Resorts, Washington. Information: Patricia Vance, (202) 659-2340.

June 5—*Illinois Broadcasters Association/Wisconsin Broadcasters Association* joint TV sales conference. Clocktower Inn, Rockford, Ill. Information: (217) 753-2636.

June 5—"The Path to Parity: A Look Back at the 1990-91 Prime Time Season—and Forward to Next Season," speech by David Poltrack, senior vice president, planning and research, CBS/Broadcast Group, to drop-in luncheon sponsored by *National Academy of Television Arts and Sciences, New York chapter*. Copacabana, New York. Information: (212) 768-7050.

June 7—*USA Network* local ad sales seminar. Hyatt Regency at the State Capitol, Indianapolis. Information: (212) 408-9161.

June 7-8—*Wyoming Association of Broadcasters* annual convention. Holiday Inn, Casper, Wyo.

June 7-9—Tenth annual *Northern California Radio-Television News Directors Association* convention and awards ceremony, co-hosted by *region two of the National Radio-Television News Directors Association*. Doubletree at Fisherman's Wharf, Monterey, Calif. Information: (415) 561-8760.

June 7-11—*American Advertising Federation* national advertising conference, including presentation of National ADDY Awards. Theme: "Hit the High Notes." Opryland Hotel, Nashville. Information: (202) 898-0089.

June 8—*National Academy of Television Arts* Cleveland chapter Emmy Awards presentation. Stouffer Tower City Plaza, Cleveland. Information: Janice Giering, (216) 621-5925.

June 8—*National Academy of Television Arts and Sciences Washington chapter* Emmy Awards presentation. Sheraton Washington, Washington. Information: (202) 364-0383.

■ **June 8-10**—Showbiz Expo West, production industry exhibition for feature film, broadcast TV, cable, advertising and corporate video. Los Angeles Convention Center, Los Angeles. Information: (213) 668-1811.

June 7-11—*American Advertising Federation* national advertising conference. Opryland, Nashville. Information: (202) 898-0089.

June 8-11—1991 *Public Broadcasting Service* meeting. Walt Disney World Dolphin, Orlando, Fla. Information: (703) 739-5000.

June 9-11—*New Jersey Broadcasters Association* annual convention. Sands Hotel, Atlantic City, N.J.

June 9-12—*Radio-Television News Directors Association/University of Missouri School of Journalism* management seminar for news directors. Participants include William Bolster, president, Multimedia Broadcasting, and Neil Derrough, president, KNSD-TV. University of Missouri, Columbia, Mo. Information: (314) 882-4201.

June 9-12—*Canadian Cable Television Association* 34th annual convention and "cablexpo." Ottawa Congress Center, Ottawa, Ontario. Information: Christiane Thompson, (613) 232-2631.

June 12-15—*NBC* marketing conference. Marriott Inner Harbor, Baltimore.

June 13-14—*C-SPAN* invitational seminar. C-SPAN, Washington. Information: (202) 626-4853.

June 13-15—*Radio-Television News Directors Association* Canada annual convention. Montreal. Information: George Clark, (519) 686-8841.

June 13-16—*Missouri Broadcasters Association* spring meeting. Holiday Inn, Lake of the Ozarks, Mo. Information: (314) 636-6692.

June 13-18—17th International Television Symposium and Technical Exhibition. Montreux, Switzerland. Information: 41-21-963 32 20/963 12 12.

June 14—Presentation ceremonies of *The New York Festivals*. New York Hilton, New York. Information: (914) 238-4481.

June 9-14—International Symposium on the Media, Protest and Political Violence. Jerusalem. Information: (972 2) 667402.

June 9-15—*National Association of Broadcasters* executive management development seminar, "mini-MBA" program taught by professors in Notre Dame's College of Business Administration. University of Notre Dame, South Bend, Ind. Information: (202) 429-5402.

June 11—*Broadcast Capital Fund* second annual awards scholarship dinner. Mayflower Hotel, Washington. Information: (202) 429-5350.

RATINGS ROUNDUP

		7:00 PM	7:30 PM	8:00 PM	8:30 PM	9:00 PM	9:30 PM	10:00 PM	10:30 PM
MONDAY 5/6	ABC 11.3 / 18			MACGYVER (50) [10.2 / 17] 10.1 / 17	10.4 / 17	ABC MONDAY NIGHT MOVIE—COCKTAIL (32) [11.8 / 18] 10.6 / 16	11.4 / 17	12.4 / 20	12.7 / 21
	CBS 13.8 / 22			EVENING (20) SHADE 13.3 / 22	MAJOR (11) DAD 13.9 / 22	MURPHY (6) BROWN 15.5 / 24	DESIGNING (7) WMN. 15.4 / 23	N. EXPOSURE (29) [12.4 / 20] 12.8 / 20	12.0 / 20
	NBC 15.6 / 25			FRESH (26) PRINCE12.8 / 22	AMEN SP. (32) 11.8 / 19	NBC MONDAY NIGHT MOVIE—CRY IN THE WILD (1) [17.2 / 27] 15.6 / 24	16.6 / 25	17.9 / 28	18.5 / 31
	FOX 8.4 / 13			FOX NIGHT AT THE MOVIES—THE HAUNTED (58) [8.4 / 13] 7.7 / 13	8.6 / 14	8.7 / 13	8.5 / 13		
TUESDAY 5/7	ABC 12.4 / 21			WHO'S THE (43) BOSS 11.0 / 20	BABY (45) TALK 10.9 / 18	ROSEANNE (2) 16.9 / 27	STAT (15) 13.6 / 21	THIRTYSOMETHING (42) [11.1 / 19] 11.2 / 18	11.0 / 19
	CBS 12.3 / 21			RESCUE 911 (18) [13.5 / 24] 12.4 / 22	14.6 / 25	CBS TUESDAY NIGHT MOVIE— SOME. THEY COME BACK (35) [11.7 / 19] 11.2 / 18	11.4 / 18	12.0 / 19	12.0 / 21
	NBC 11.6 / 19			IN THE HEAT OF THE NIGHT (31)[12.0 / 20] 10.5 / 19	11.3 / 19	12.7 / 20	13.5 / 21	MIDNIGHT CALLER (48) [10.8 / 18] 10.9 / 18	10.7 / 19
WEDNESDAY 5/8	ABC 10.2 / 18			WONDER (39) YEARS 11.3 / 21	GROWING (43) PAINS 11.0 / 19	DOOGIE (32) M.D. 11.8 / 19	ANYTHING (53) B. LOVE 9.5 / 15	AMER. DETECTIVES* (56) [8.9 / 16] 8.9 / 15	9.0 / 17
	CBS 10.3 / 18			BUGS BUN. (71) MOM. 6.8 / 12	GARFIELD (66) LIFE [7.3 / 13]	JAKE AND FAT MAN (39) [11.3 / 18] 10.6 / 17	11.9 / 19	48 HOURS (28) [12.6 / 23] 12.6 / 22	12.6 / 23
	NBC 13.3 / 23			UNSLVD. MYSTERIES (4) [16.2 / 29] 15.4 / 28	17.0 / 29	NIGHT (15) COURT 13.6 / 22	DEAR (35) JOHN 11.7 / 19	QUANTUM LEAP (45) [10.9 / 19] 11.0 / 19	10.8 / 20
THURSDAY 5/9	ABC 8.2 / 14			FATHER DOWLING MYSTERIES (58) [8.4 / 14] 7.8 / 14	8.5 / 15	8.9 / 14	8.7 / 14	PRIMETIME LIVE (64) [7.9 / 13] 8.2 / 13	7.6 / 13
	CBS 12.5 / 25			TOP COPS (55) [9.0 / 16] 8.3 / 15	9.8 / 17	KNOTS LANDING (10) [14.2 / 23] 12.1 / 19	13.4 / 21	15.5 / 25	15.8 / 27
	NBC 15.4 / 26			COSBY (26) 12.8 / 23	DIFFERENT (9) WORLD 14.4 / 25	CHEERS (3) [16.6 / 26] 16.0 / 26	17.2 / 27	L.A. LAW (5) [16.1 / 27] 15.8 / 25	16.3 / 28
	FOX 9.6 / 16			SIMPSONS (23) 12.9 / 23	BABES (68) 7.2 / 12	BEVERLY HILLS, 90210 (54) [9.2 / 15] 9.1 / 15	9.4 / 15		
FRIDAY 5/10	ABC 13.2 / 25			FULL (23) HOUSE 12.9 / 27	DINOSAURS(13) 13.7 / 27	FAMILY (12) MAT. 13.8 / 26	PERFECT (38) STRAN. 11.6 / 21	20/20 (15) [13.6 / 25] 13.8 / 24	13.3 / 24
	CBS 9.1 / 17			GUNS OF PARADISE (73) [6.2 / 13] 6.0 / 13	6.5 / 13	CBS SPECIAL MOVIE—BIG BUSINESS (49) [10.6 / 19] 9.1 / 17	10.5 / 19	11.5 / 20	11.4 / 21
	NBC 7.4 / 14			MATLOCK SP. (66) [7.3 / 15] 6.9 / 15	7.6 / 15	MIDNIGHT CALLER (65) [7.8 / 14] 6.7 / 13	7.3 / 13	7.7 / 14	8.0 / 15
	FOX 4.2 / 8			AMR'S MOST WANTED (77) [5.3 / 11] 5.1 / 11	5.4 / 11	DEA: SP TASK FORCE (85) [3.1 / 6] 3.2 / 6	3.1 / 6		
SATURDAY 5/11	ABC 7.3 / 15			YOUNG RIDERS (75) [5.4 / 12] 5.3 / 12	5.5 / 12	ABC SATURDAY NIGHT MOVIE—COMMANDO (61) [8.2 / 16] 5.9 / 12	7.7 / 15	9.4 / 19	10.0 / 21
	CBS 8.0 / 17			CBS SATURDAY NIGHT MOVIE—UNCLE BUCK (57) [8.6 / 18] 6.8 / 16	8.4 / 18	9.7 / 19	9.3 / 18	FLASH (71) [6.8 / 14] 6.5 / 13	7.0 / 14
	NBC 10.7 / 22			AMEN (60) 8.3 / 19	DOWN (61) HOME 8.2 / 18	GOLDEN (29) GIRLS 12.4 / 25	EMPTY (22) NEST 13.1 / 25	SISTERS * (41) [11.2 / 23] 11.5 / 23	11.0 / 23
	FOX 4.3 / 9			TOTALLY HII VIDEO (84) [3.7 / 8] 3.5 / 8	3.8 / 8	COPS (79) 4.9 / 10	COPS 2 (78) 5.0 / 10		
SUNDAY 5/12	ABC 10.9 / 21	WLD. OF DIS. (70) [6.9 / 16] 6.2 / 15	7.6 / 16	AMR. FUN (23) VIDEO 12.9 / 25	AMR. FUN (13) PLP. 13.7 / 25	ABC MINI SERIES—AN INCONVENIENTE WOMAN (35) [11.7 / 21] 11.5 / 20	11.6 / 20	12.0 / 21	11.7 / 21
	CBS 11.6 / 22	60 MINUTES (19) [13.4 / 31] 12.1 / 29	14.6 / 32	MURDER SI WRT. (21) [13.2 / 25] 12.8 / 25	13.7 / 25	CBS SUNDAY MOVIE—MS. LAMBERT REMEMBERS LOVE (51) [9.9 / 17] 9.8 / 17	9.8 / 17	10.0 / 17	9.8 / 18
	NBC 9.8 / 19	BLCK JACK SAV. (80) [4.8 / 11] 4.9 / 12	4.8 / 10	EXPOSE (82) 4.5 / 9	REAL LIFE (74) [7.7 / 11]	NBC SUNDAY NIGHT MOVIE—IN THE LINE OF DUTY (8) [14.7 / 26] 12.4 / 22	15.0 / 26	15.6 / 27	15.7 / 29
	FOX 7.0 / 13	TRUE CLR.(83) 4.3 / 10	P. LEWIS (80) 4.8 / 10	IN LIVING (52) COLOR 9.6 / 19	GET A LIFE (68) 7.2 / 13	MRD. WITH (45) CHILD. 10.9 / 19	TOP OF (63) HEAP 8.1 / 14	SUNDAY COMICS (75) [5.4 / 10] 5.6 / 10	5.1 / 9

WEEKLY PRIME TIME AVERAGE	ABC 10.5 / 19	CBS 11.1 / 20	NBC 11.9 / 21	FOX 6.7 / 12
SEASON PRIME TIME AVERAGE	ABC 12.3 / 21	CBS 12.2 / 20	NBC 12.6 / 21	FOX 6.4 / 11

YELLOW = 1/2 HR WINNER

*—PREMIERE

NIGHTLY RATING / SHARE (##)—RANKING [##]—PROGRAM RATING / SHARE HALF-HOUR RATING / SHARE SOURCE: A.C. NIELSEN

FIRMS TRY TO IMPROVE HISPANIC MEASUREMENT

Primary language, family size, other cultural elements play major role in challenge of measuring highly varied Hispanic population

As the U.S. Hispanic market continues to grow, research companies increasingly are encountering a wide range of challenges in adequately measuring radio listening levels—and other consumer patterns—within this highly varied population segment.

These challenges include expanded, multi-generational families, transient family members who do not permanently live within a particular household, country of origin, immigration status of some of those members, the primary language spoken by family members, sexist attitudes within the family, lack of telephones within the household, wariness of the postal system and a cautious attitude toward any stranger prying into their business.

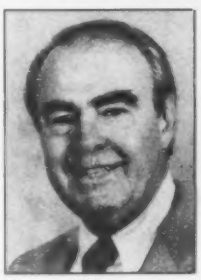
Bill Livek, president of Birch/Scarborough/VNU in Coral Springs, Fla., said that these cultural elements distill down to two basic measurement challenges: dealing with a large, variable household size and Spanish Americans who don't understand the survey process in the U.S. "These individuals are producers and consumers, but they don't understand what we Americans do with the survey. They're uncomfortable with being involved. So one of our goals is to figure out how you measure that much larger household, and how you contend with the primary Spanish speaking American from a measurement basis." Livek admitted that "thus far this large segment has been underrepresented in every survey, whether done by Arbitron or by us."

Gary Berman, president of Market Segment Research, Coral Gables, Fla., concurs that primary language and level of acculturation play a vital role in the attitudes and behaviors of the Hispanic consumer. For a variety of economic, political and social reasons, Hispanic immigration is going to accelerate, he said. "It's only a two-and-a-half hour flight to Mexico, and we have an abundance of Spanish-language radio, television and print," he said. "The continuing immigration of Hispanics is only going to refuel the use of the Spanish language media."

Because of the protective attitude within many Hispanic households, reaching the "hidden respondents"—transient family members, primary Spanish-speakers or women—can pose a problem. "Some [potential respondents] are masked from research because the people didn't think researchers were interested in them," Livek said. "Because these people were excluded, reported radio listening was demonstrably different from the rest of the Spanish population. Most of their listening was to Spanish language radio stations."

Livek

Berman



Tobin

Therrien

PERSONS USING RADIO BREAKDOWN

Market	*Total*	*Hispanic*
Los Angeles	**18.3%**	**20.4%**
New York	**19.4**	**21.2**
Miami	**19.9**	**22.6**
San Francisco	**17.0**	**17.8**
Chicago	**18.8**	**19.7**
San Antonio	**18.3**	**19.3**
Houston	**18.1**	**18.0**
McAllen-Brownsville	**18.9**	**19.8**
Anaheim-Santa Ana	**17.4**	**19.3**
San Diego	**17.2**	**17.0**
El Paso	**18.6**	**19.6**
Dallas	**17.8**	**18.0**
San Jose	**16.8**	**17.9**
Phoenix	**17.2**	**18.2**
Rivrsde-San Brdno	**18.1**	**18.9**
Albuquerque	**18.1**	**19.7**
Fresno	**17.5**	**19.3**
Corpus Christi	**18.1**	**19.4**
Sacramento	**16.6**	**16.7**
Austin	**16.9**	**18.7**

Source: Katz Hispanic Radio Research, Arbitron Ethnic Composition Spring '89-Winter '90. Numbers represent percentages of listeners in market by average quarter hour. For example, in Los Angeles, 18.3% of total market is using radio in any given 15 minutes, while 20.4% of Hispanics in market are tuned in at same time.

To maximize its diary survey methodology, Arbitron incorporates a differential survey treatment (DST) that uses bilingual diary placement interviewers, an enhanced ($2) premium sent with each bilingual diary, an additional $2 premium mailed with a follow-up letter and three bilingual follow-up phone calls.

Jay Guyther, Arbitron vice president/sales and marketing, radio station services, said Arbitron tracks its Hispanic measurement performance through its proportionality index: what percent of the population is Hispanic, versus what percentage of in-tab diaries is Hispanic. "In the past two years our Hispanic index has been very close to the 100% mark, which is the result of three years' enhancement and improvements." Some of these improvements have included listing the Spanish directions first in the bilingual diaries and printing envelopes in both languages, using DST specialists who are especially good at soliciting Spanish consent and return, and conducting the primary interview in the language in which the household answers.

Guyther said Arbitron does not ask respondents a Spanish language question, "because we've never tested it, and I'm not sure what you'd do with the information once you got it." Instead, Arbitron identifies households by Hispanics, then reports listening by Hispanics, which can be broken out in the Hispanic market reports.

While Arbitron's Hispanic proportionality index has risen, it covers up what Janet Therrien, director of research at Katz Hispanic Radio, says is a "very real issue": the effective sample size that is representative of the Hispanic radio listener. Therrien points to Chicago, where in its fall 1990 book, Arbitron reported an Hispanic in-tab index of 102, representing 328 respondents. "Is a sample size of 328 enough to properly measure the Hispanic population of 645,000 people...while in Las Vegas

[which has a population close to 645,000] Arbitron requires 960 in-tab diaries to measure the market?" she asked.

Sample size and in-tab diaries aren't as important as drawing the sample from a fair representation of the market's Hispanic population, or weighting it to reflect that market's Hispanic composition, Therrien added.

"Every market has a different level of language groups, depending on such factors as immigration and country of origin," she said. Houston has had a huge influx of immigrants in the last 10 years, and the percentage speaking only Spanish would be very high right now. San Antonio, which has 13-generation Hispanics, hasn't had a lot of new immigrant growth, so there would be more bilingualism."

Primary-language weighting introduced by Birch in its summer 1990 survey resulted in Spanish-language format shares 14% higher than in previous reports that were based on "high density Hispanic areas/nonhigh density Hispanic areas." Currently Birch is working on a study that is structured to reach every 12-plus member of target Hispanic households.

"The language question is key to drawing your sample," Therrien said. "If all Hispanics in a market spoke English. then language would not be a criteria. But no market is built like that." She suggested that Arbitron might do well to test primary language to at least determine what percent of the diaries were being sent to Spanish-dominant versus English-dominant Hispanics. "Even if they weren't to use it in any methodology or weighting change, at least it would show how their sample breaks out," she said.

Strategy Research in Coral Springs, Fla., already established in quantitative research in Hispanic television, is developing a radio survey that will incorporate day-after recall, personal face-to-face in-home interview, a methodology which Richard Tobin, president, Strategy Research, said is consistent with the Spanish culture.

"Many researchers don't understand the formality of the Hispanic culture, which basically is very formal and cautious," Tobin said. "In the U.S. we are very free, very well-protected and we've built a lot of security into our environment. In Latin America the historical class cultural connotations are more alive than in an open, free society." This formality leads to a suspicion of the telephone and the postal system, Tobin said. -RES

HISPANIC REPS: 'MARKETING IN THE TRUEST SENSE'

Radio reps take on role of full service sales agent, creative director, teacher, to attract advertisers to Hispanic marketplace

The role of the Hispanic radio rep is anything but a desk job. The Hispanic rep is out hitting the streets, working his or her way from one agency or advertiser to the next, selling the finer aspects of the Hispanic marketplace. The unfortunate reason for this: despite a new, growing awareness of the Hispanic consumer's buying power and product loyalty, many advertisers and agencies still are wary of entering this largely undefined marketing territory. As a result, the rep becomes sales agent, teacher, consultant and copywriter to attract advertisers.

While some Hispanic buys are made by general market reps who buy deep enough in highly populated Hispanic markets such as Miami, San Antonio, and McAllen-Brownsville, Tex., most national Hispanic spot business—which totalled $56 million in 1990, according to *Hispanic Business* magazine—is billed by Hispanic agencies specifically targeting the Spanish radio audience through the Hispanic rep firm. While these accounts hardly are taken for granted, those general market clients that have yet to enter the market are considered the hard sell.

That's when the Hispanic radio rep comes into play. "Our primary objective is to get advertisers to use Spanish radio," said Rick Kraushaar, president of Lotus Hispanic Reps, New York. "The Hispanic rep makes a lot of direct calls at the client level, whereas Anglo reps generally work only with the media buyers. We have to go beyond the media buyer to get to the client, with the best wishes of the agency. It's much more a conceptual sell as opposed to buying strictly by the numbers, as happens in general market radio."

President George Bush met with Eduardo Caballero and leaders of the Spanish media last month to discuss the concerns of the Hispanic community in the U.S.

The aggressive Hispanic rep firm needs to balance the "art" and "science" of the Hispanic marketplace, said Gene Bryan, vice president/national sales manager of Katz Hispanic Radio Sales in New York. "We have to go out and 'concept sell' the advertiser on the reasons for being in the Hispanic market, while at the same time substantiating our claims with quantitative and qualitative information," he said. "We have to position the reasons the advertiser should be in a particular market, why he should be included in the marketing plan and what media to use, so he can make a wise decision to be in the market."

CHANGING HANDS

This week's tabulation of station and system sales ($250,000 and above)

WPTF-TV Durham, N.C. □ Sold by Durham Corp. to F.S.F. Acquisition Corp. for $3 million cash and 835,000 shares of stock, currently trading at about $33 per share. Sale transfer includes WMXF-AM-FM Laurinburg and WPTF(AM)-WQDR(FM) Raleigh, both North Carolina. Concurrent with and as part of consummation of transfer, F.S.F. Acquisition will cause licensee Durham Life Broadcasting to assign WPTF(AM) to First State Communications Inc. and WQDR(FM) Raleigh and WMXF-AM-FM Laurinburg to new wholly owned subsidiary Carolina Media Group Inc. Durham Life Broadcasting will then transfer all its shares in Carolina Media Group to Donald W. Curtis in exchange for Curtis's shares in F.S.F. Acquisition. **Seller** is headed by F.P. Coley. Curtis also has interests in Great American Media Inc., licensee of WTAB(AM)-WYNA(FM) Tabor City; WCPS(AM) Tarboro; WGBR(AM)-WKTC(FM) Goldsboro, and WBBB(AM)-WPCM(FM) Burlington, all North Carolina. **Buyer** is headed by F.S.F. Acquisition Corp. (100% VS), B.W. Landstreet III, B.W. Landstreet IV and Sara Camden B. Holdges. WPTF-TV is NBC affiliate on ch. 39 with 5000 kw visual, 250 kw aural.

KLRT(TV) Little Rock, Ark. □ Sold by Little Rock Communications Association to Clear Channel Television of Little Rock for $6.6 million cash. **Seller** is headed by Gary Scollard, and has no other broadcast interests. **Buyer** is headed by L. Lowry Mays and J. Daniel Sullivan and is subsidiary of Clear Channel Communications Inc., licensee of WOAI(AM)-KAJA(FM) San Antonio, KPEZ(FM) Austin, KALO(AM)-KHYS(FM) Port Arthur, KTAM(AM)-KORA-FM Bryan, all Texas; KAKC(AM)-KMOD-FM Tulsa and KTOK(AM)-KJYO(FM) Oklahoma City, both Oklahoma; WELI(AM) New Haven, Conn.; WQUE-AM-FM New Orleans and WHAS(AM)-WAMZ(FM) Louisville, Ky. Clear Channel owns 100% stock of Clear Channel Television Inc., licensee of WPMI-TV Mobile, Ala.; KTTU-TV Tucson, Ariz.; WAWS(TV) Jacksonville, Fla.; KOKI-TV Tulsa, Okla.; KSAS-TV Wichita and KAAS-TV Salina, both Kansas. KLRT is Fox affiliate on ch. 16 with 5000 kw vis., 500 kw aur. and antenna 1,768 feet.

KWFS(FM) Wichita Falls, Tex. □ Sold by RadioSunGroup of Texas Inc. to American General Media-Lubbock Inc. for $1.2 million. Price includes $786,704 cash and $413,296 note at 10%. **Seller** is headed by Frank A. Woods, and is licensee of KYKX(FM) Longview and KEAN-AM-FM Abilene, both Texas. It is subsidiary of Sun Group Inc., ultimate licensee of KESY-AM-FM Omaha; WKXX(FM) Birmingham, Ala.; KKSS(FM) Santa Fe, N.M.; KKYS(FM) Bryan and WACO-AM-FM Waco (49%), both Texas; KMJJ-FM Shreveport, La.; WOWW(FM) Pensacola and WGNE-FM Daytona Beach (49%), both Florida. **Buyer** is headed by Anthony S. Brandon (50%) and L. Rogers Brandon (50%). Anthony Brandon and L. Rogers Brandon are 66.6% owner and director, respectively, of American General Media Corp., licensee of KERN-AM-FM Bakersfield, Calif.; WWWG(AM) Rochester, N.Y.; KLLF(AM) Wichita Falls, Tex. and WWTN(FM) Manchester, Tenn. Anthony Brandon and L. Rogers Brandon are also each 50% owners of American General Media Texas, licensee of KKAL(AM) Arroyo Grande-KZOZ(FM) San Luis Obispo, both California; WYDE(AM) Birmingham, Ala., and KKCL-FM) Lorenzo, Tex. KWFS has CHR format on 103.3 mhz with 100 kw and antenna 449 feet.

WDLT(FM) Chickasaw (Mobile), Ala. □ Sold by JAB Broadcasting Inc. to Bay Lakes Broadcasting Inc. for $879,000. Price includes $344,000 cash at closing; $20,000 escrow deposit, $361,804 promissory note and $153,196 eight-year promissory note at 8%. **Seller** is headed by J. Alex Bowab and has no other broadcast interests. **Buyer** is headed by James H. Faulkner (51%) and William H. Phillips (49%), and are each stockholders and officers of Bay Lakes Broadcasting Inc., licensee of WMMV(FM) Bay Minette, Ala. WDLT has adult contemporary format on 98.3 mhz with 3 kw and antenna 300 feet.

PROPOSED STATION TRADES

By volume and number of sales

Last Week:

AM's □ **$250,801** □ **5**

FM's □ **$2,710,500** □ **6**

AM-FM's □ **$151,000** □ **3**

TV's □ **$37,155,000** □ **2**

Total □ **$40,267,301** □ **16**

Year to Date:

AM's □ **$28,679,047** □ **92**

FM's □ **$74,652,705** □ **96**

AM-FM's □ **$117,689,408** □ **78**

TV's □ **$246,549,000** □ **33**

Total □ **$467,570,160** □ **299**

For 1990 total see Jan. 7, 1991 BROADCASTING.

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*Source:
Paul Kagan Associates, Inc.

KKAL(AM) Arroyo Grande-KZOZ(FM) San Luis Obispo, both California; WYDE(AM) Birmingham, AL, and KKCL(FM) Lorenzo, TX. Filed April 18.

■ **KLLB(AM) West Jordan, UT** (BAL910501EA; 1510 khz; 10 kw-D)—Seeks assignment of license from Western Broadcasting Inc. to United Security Financial Inc. for $180,001. Seller is headed by Carole R. and John H. Hinton, husband and wife, and has no other broadcast interests. Buyer is headed by Rosemary Cosby, and has no other broadcast interests. Filed May 1.

■ **WZKM(FM) Montgomery, WV** (BAPH910424HU; 93.3 mhz; .4 kw; ant. 218 ft.)—Seeks assignment of CP from Upper Kanawha Valley Broadcasters Inc. to R-S Broadcasting Co. Inc. for $101,500. Seller is headed by Arthur Clark and has no other broadcast interests. Buyer is headed by Vivian Jean Brown and C. Farrell Johnson (100%) and is licensee of WVAR(AM) Richwood and WCWV(FM) Summersville, WV. Filed April 24.

Actions

■ **KLKY(AM) Prescott Valley, AZ** (BAL910319EA; 1130 khz; 1 kw-D)—Granted assignment of license from Lucky Communications Inc., debtor-in-possession, to Oasis International Communications for $70,500. Seller is headed by R. David Carson, Clifton W. Glasgow, John C. King, Don Aldridge and Justin Hathaway, and has no other broadcast interests. Buyer is headed by Horizon Christian Fellowship (100% O) and Michael MacIntosh, and has no other broadcast interests. Action April 29.

■ **KJDE(FM) Sand Point, ID** (BAPH910305GN; 102.5 mhz; 3 kw; ant. 177 ft.)—Granted assignment of CP from Joseph Donald Powers to Kennedy Broadcasting Inc. for $2,000. Seller is headed by Joseph Donald Powers, and has interests in WREY(AM) Millville and WIBG(AM) Ocean City, both New Jersey. Buyer is headed by Kennedy Broadcasting Inc., general partner of Avis Broadcasting Ltd., licensee of WHUM-FM Avis, PA, and general partner of Kennedy Broadcasting Ltd., licensee of WBRX(FM) Patton, PA. Action April 23.

■ **WKIT-AM-FM Brewer, ME** (AM: BAL910314HA; 1200 khz; 10 kw-U; FM: BALH910314HB; 100.3 mhz; 16 kw; ant. 882 ft.)—Granted assignment of license from Sunspot Broadcasting Co. Inc., debtor in possession, to H&L Broadcasting Inc. for $293,000. Seller is headed by John J. Pineau, who is 50% shareholder of Airborne Broadcasting Co. Inc., licensee of WXGL-FM Lewiston, ME. Buyer is headed by Eric D. Hake (50%) and Raymond H. Lynch (50%), and has no other broadcast interests. Action May 1.

■ **WXXV-TV Gulfport, MS** (BALCT910312KF; ch. 25; 2,240 kw-V; 224 kw-A; ant. 1,780 ft.)—Granted assignment of license from AmSouth Realty Inc. to Prime Cities Broadcasters Corp. of Mississippi for $3.2 million. Seller is headed by John W. McRoberts, and is subsidiary of guarantor AmSouth Bank N.A. McRoberts is vice president of Star Cablevision Inc., operator of cable systems at Brunswick, GA. Buyer is headed by John B. Tupper 40%), Richard F. Shively (40%), Harry B. Smart (10%), Lawrence C. McQuade (5%), William L. Kepper (5%) and Jon J. Masters. Shively holds 63% interest in Shively Communications Inc., which holds controlling interest in North Platte Television Inc., licensee of KNOP-TV North Platte, NE. Action May 1.

■ **WUMI(FM) State College, MS** (BAPH901119GF; 104.3 mhz; 3 kw; ant. 328 ft.)—Granted assignment of CP from Marshall R. Magee to PDB Corp., State College for $4,000. Seller is headed by Marshall R. Magee and has no other broadcast interests. Buyer is headed by Donald B. Brady and has no other broadcast interests. Action April 29.

■ **KUUB-AM-FM Bozeman, MT** (AM: BAL910306EA; 1450 khz; 1 kw-U; FM: BALH910306EB; 95.1 mhz; 94 kw; ant. 781 ft.)—Granted assignment of license from CASI Broadcasting & Entertainment Enterprises Inc. to Gilbert Broadcasting Corp. of Montana for $829,000. Seller is owned by Bee Broadcasting Inc., headed by Benny Bee (95%). Buyer is headed by Bee (40%), Christopher T. Gilbert (5%), Joan H. Zabriskie, (5%), Harry B. Combs (30%), Virginia P. Combs (10%) and Benny L. Bee (10%). Bee Broadcasting, which is 100% stockholder of licensee, is also licensee of KBBZ(FM) Kalispell and KJJR(AM) Whitefish, both Montana. Action April 25.

■ **KVEG(AM) North Las Vegas, NV** (BAL910318EC; 840 khz; 50 kw-D, 25 kw-N)—Granted assignment of license from Bel Air Communications Ltd. to K-G Communications Inc. for $225,000. Seller is headed by Mark Stone and Richard Grisar. Buyer is headed by Grisar (13.675%) and Stone (13.675%), assignors; Jules Kutner (70%) and Steven A. Buchsbaum (2.65%), and has no other broadcast interests. Action April 29.

■ **WSQV(AM) Berwick, PA** (BAL910318EF; 1280 khz; 1 kw-D, 175 w-N)—Granted assignment of license from Heritage Bradcasting Inc. to M&M Broadcasting Inc. for $160,000. Seller is headed by Paul D. Grimes, and has no other broadcast interests. Buyer is headed by Charles J. Miller (15%), Denise M. Miller (15%), Joshua C. Miller (10%), Bob Moisey (40%), Jennifer Moisey (10%) and Jeff Moisey (10%). Bob Moisey is individual permittee of WZWB(FM) Berwick, PA. Action April 29.

■ **WGFX(FM) Gallatin, TN** (BALH910305GL; 104.5 mhz; 49 kw; ant. 1,312 ft.)—Granted assignment of license from Triangle Broadcasting Co. to HAPA Inc. for $3.5 million. Seller is headed by Kenneth S. Johnson, and is 55% owned by Capitol Broadcasting Corp., licensee of WCAW(AM)-WVAF(FM) Charleston, WV; WKSJ(AM) Pritchard, and WKSJ-FM Mobile, both Alabama, and WRKA(FM) St. Matthews, KY. Johnson is 100% shareholder of Johnson Broadcasting Co., 45% general partner of assignor. Buyer is headed by Victor Rumore and Della Rumore, husband and wife. Victor Rumore owns 50% interest as limited partner in RMF Broadcasting, licensee of KFRR(AM) Englewood, CO. Action April 23.

■ **WBBC-AM-FM Blackstone, VA** (AM: BAL900718EC; 1440 khz; 5 kw-D; FM: BALH900718ED; 93.5 mhz; 1.8 kw; ant. 370 ft.)—Dismissed app. of assignment of license from Blackstone Communications Inc. to Central Virginia Communications Corp. for $250,000. Seller is headed by Michael C. and Robert Rau, brothers, and E.B. Crutchfield, and has no other broadcast interests. Buyer is headed by Gardner H. Altman Jr., who is 100% shareholder of Kat Broadcasting Corp., licensee of WDSC(AM)-WZNS(FM) Dillon, SC; WHCC(AM)-WQNS-FM Waynesville and WFLB-AM Fayetteville,

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's [1]	TOTAL *
Commercial AM	4,986	246	5,232
Commercial FM	4,402	944	5,346
Educational FM	1,442	305	1,747
Total Radio	10,830	1,495	12,325
Commercial VHF TV	553	18	571
Commercial UHF TV	564	178	742
Educational VHF TV	124	3	127
Educational UHF TV	229	16	245
■ Total TV	1,470	215	1,685
VHF LPTV	192	173	365
UHF LPTV	629	1,015	1,645
■ Total LPTV	821	1,188	2,009
FM translators	1,874	337	2,211
VHF translators	2,709	94	2,803
UHF translators	2,256	371	2,627

CABLE

Total subscribers	53,900,000
Homes passed	71,300,000
Total systems	10,823
Household penetration†	58.6%
Pay cable penetration	29.2%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.